

ORDER



Orders
Order / Rev: 704212 - 1
Alt Order #: 06261234
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1867
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/02/12 / 08/21/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	43	\$62,880.00	\$53,448.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$62,880.00	\$53,448.00	0.00
Totals	43	\$62,880.00	\$53,448.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/28/12	08/30/12	M-F 6-7a 6-7a 10 News	CM	6-7a	-TWT---	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWT---		3			\$360.00			0.00			
2	WTSP	08/29/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--		3			\$360.00			0.00			
3	WTSP	08/28/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	-TW-F--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TW-F--		3			\$360.00			0.00			
4	WTSP	08/28/12	08/31/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	-T-TF--	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-TF--		3			\$280.00			0.00			
5	WTSP	08/28/12	08/31/12	7-730p Inside Edition	CM	7-730p	-TWTF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4			\$600.00			0.00			
6	WTSP	08/28/12	08/31/12	10 News Special 10 News Special	CM	10 News Special	-T-T---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---		2			\$1,200.00			0.00			

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 Alt Order #: 06261234
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Advertiser: Americans For Prosperity
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	08/28/12	08/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- TWTF - -	:30	8	\$2,600.00	P-2	0.00	NM	8	\$20,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- TWTF - -	8		\$2,600.00		0.00						
E 8	WTSP	08/30/12	08/30/12	Thu Prime C Person of Interest	CM	Thu 10-11p	- - - T - - -	:30	1	\$8,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - T - - -	1		\$8,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WTSP	08/27/12-09/02/12		Thu Prime C	Thu 10-11p		- - - Th - - - - -	:30	(\$8,000.00)	0.00	NM				
Credited [MG 23]															
9	WTSP	08/31/12	08/31/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	- - - - F - -	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - F - -	2		\$6,000.00		0.00						
10	WTSP	09/01/12	09/01/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	- - - - - S -	:30	2	\$320.00	P-2	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S -	2		\$320.00		0.00						
11	WTSP	09/01/12	09/01/12	Sat 7-730p Inside Edition	CM	7-730p	- - - - - S -	:30	1	\$600.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S -	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WTSP	08/27/12-09/02/12		Sat 7-730p	7-730p		- - - - - Sa - -	:30	(\$600.00)	0.00	NM				
Credited [mg 22]															
12	WTSP	09/02/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	- - - - - S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S	1		\$1,600.00		0.00						
13	WTSP	09/02/12	09/02/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	- - - - - S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S	1		\$800.00		0.00						
14	WTSP	09/03/12	09/03/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M - - - - -	:30	1	\$360.00	P-2	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M - - - - -	1		\$360.00		0.00						
15	WTSP	09/03/12	09/03/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	M - - - - -	:30	1	\$360.00	P-2	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M - - - - -	1		\$360.00		0.00						
16	WTSP	09/03/12	09/03/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	M - - - - -	:30	1	\$360.00	P-2	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M - - - - -	1		\$360.00		0.00						
17	WTSP	09/03/12	09/03/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	M - - - - -	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M - - - - -	1		\$280.00		0.00						
18	WTSP	09/03/12	09/03/12	7-730p 10 News, 7pm M-F	CM	7-730p	M - - - - -	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M - - - - -	1		\$600.00		0.00						
19	WTSP	09/03/12	09/03/12	730-8p Inside Edition	CM	730-8p	M - - - - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	WTSP	09/03/12	09/03/12	730-8p Inside Edition	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M-----		1			\$1,200.00		0.00				
20	WTSP	09/03/12	09/03/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	2	\$2,600.00	P-2	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M-----		2			\$2,600.00		0.00				
21	WTSP	08/31/12	08/31/12	730-8p Millionaire	CM	730-8p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	----F--		1			\$1,200.00		0.00				
22	WTSP	09/01/12	09/01/12	Hurricane Special Hurricane Special	CM	Sat 7-8p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	-----S-		1			\$600.00		0.00				
N23	WTSP	08/30/12	08/30/12	Prime Political Program Republican National Convention	CM	Tue-Thur 10-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	---T---		1			\$8,000.00		0.00				
Totals														43	\$62,880.00